

# ORDER



Wichita KS KSNW

**Orders**  
**Order / Rev:** A2729418  
**Alt Order #:** 27145716  
**Product Desc:** Candidate  
**Estimate:** 1375  
**Flight Dates:** 10/16/20 - 10/20/20  
**Original Date / Rev:** 10/13/20 / 10/13/20  
**Order Type:** REG

**Primary AE:** Katz Washington  
**Sales Office:** K-WAS  
**Sales Region:** Nat

**Agency Name:** Pinpoint Media - Alexandria  
**Buying Contact:** \_\_\_\_\_  
**Billing Contact:** \_\_\_\_\_  
4501 Ford Avenue  
Alexandria, VA 22302

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM  
**Agency Commission:** 15%

**Advertiser Name:** POL/Mike Petersen/State Senate/KS/R  
**Demographic:** A35+  
**Product Codes:** PL15  
**Revenue Code 1:** AGY  
**Revenue Code 2:** POL  
**Revenue Code 3:** POL-CAND  
**Priority:** P5

**Order Brand:** \_\_\_\_\_  
**New Business Thru:** \_\_\_\_\_  
**Advertiser External ID:** \_\_\_\_\_  
**Agency External ID:** \_\_\_\_\_  
**Unit Code:** General  
**Order Separation:** 00:15:00

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/28/20	10/25/20	5	\$1,920.00	\$1,632.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2020	5	\$1,920.00	\$1,632.00	0.00
<b>Totals</b>	<b>5</b>	<b>\$1,920.00</b>	<b>\$1,632.00</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Katz Washington			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 2	Multi	10/16/20	10/16/20	Today Show 8-9am	CM	8-9am	----F--	:30	1	\$270.00	P4	0.00	NM	1	\$270.00
				Channels : KSNL,KSNG,KSNL,KSNW											
				Today Show 8-9am											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/12/20	10/18/20	----F--		1		\$270.00		0.00					
N 3	Multi	10/16/20	10/16/20	KSN News at Five	CM	5-530pm	----F--	:30	1	\$500.00	P4	0.00	NM	1	\$500.00
				Channels : KSNL,KSNG,KSNL,KSNW											
				KSN News at Five											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/12/20	10/18/20	----F--		1		\$500.00		0.00					
N 4	Multi	10/19/20	10/19/20	KSN News at Six	CM	6-630p	M-----	:30	1	\$750.00	P4	0.00	NM	1	\$750.00
				Channels : KSNL,KSNG,KSNL,KSNW											
				KSN News at Six											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/19/20	10/25/20	M-----		1		\$750.00		0.00					
N 5	Multi	10/18/20	10/18/20	Today Show Su	CM	Today Show Su	-----S	:30	1	\$150.00	P4	0.00	NM	1	\$150.00
				Channels : KSNL,KSNG,KSNL,KSNW											
				Today Show Su											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/19/20	10/25/20	-----S		1		\$150.00		0.00					

Order / Rev: A2729418  
 Alt Order #: 27145716  
 Flight Dates: 10/16/20 - 10/20/20

Advertiser: POL/Mike Petersen/State Senate/KS/Rej  
 Product Desc: Candidate **Wichita KS KSNW**  
 Estimate: 1375

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/12/20	10/18/20	-----S		1				\$150.00		0.00			
N 6	Multi	10/18/20	10/18/20	Sun KSN News at Five	CM	Sun KSN News at	-----S	:30	1	\$250.00	P4	0.00	NM	1	\$250.00
				Channels : KSNC,KSNG,KSND,KSNW											
				Sun KSN News at Five											
				KSN News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/12/20	10/18/20	-----S		1				\$250.00		0.00			
													Totals	5	\$1,920.00



125 West 55th St  
New York, NY 10019

<b>Contract #</b> 27145716	<b>Changes as of:</b> 10/13/2020 at 7:10 AM	<b>Version:</b> Original Order
<b>CPE:</b> 108/133/1375	<b>Flight:</b> 10/16/20 - 10/20/20	<b>Station:</b> KSNW
<b>Agency:</b> PINPOINT MEDIA	<b>Advertiser:</b> Mike Petersen for State Senate	<b>Market:</b> Wichita
4501 Ford Avenue	<b>Product:</b> Candidate	<b>Office:</b> WASHINGTON
Suite 1109	<b>Agency Order #:</b> 10064659	<b>Service:</b> Nielsen
Alexandria, VA 22302	<b>Buyer:</b> Segroves, Danette	<b>Primary Demo:</b>
	<b>Salesperson:</b> KELLY JOHNS 202-872-5880	<b>Assistant:</b> KELLY JOHNS 202-872-5880
	<b>Separation:</b>	
		<b>Con Type:</b> POLITICAL/VOTE
		<b>Total \$:</b> \$1,950.00
		<b>Total Spots:</b> 6
		<b>Total CPP:</b> \$0.00
		<b>Total GRP:</b>

#	Day/Time	DP	Program	Rate	Len	10/16 - 10/20					Total Spots	Total \$	CPP*	GRP*
						10/16	10/17	10/18	10/19	10/20				
1	F,M-Th 7a-8a		Today Show (7-8am)	\$150.00	30	0	0	0	1	0	1	\$150.00	\$0.00	0.0
2	F,M-Th 8a-9a		Today Show (8-9am)	\$150.00	30	1	0	0	0	0	1	\$150.00	\$0.00	0.0
3	F,M-Th 5p-5:30p		KSN News	\$500.00	30	1	0	0	0	0	1	\$500.00	\$0.00	0.0
4	F,M-Th 6p-6:30p		KSN News	\$750.00	30	0	0	0	1	0	1	\$750.00	\$0.00	0.0
5	Su 8a-9a		Sunday Today Show	\$150.00	30	0	0	1	0	0	1	\$150.00	\$0.00	0.0
6	Su 5p-5:30p		KSN News	\$250.00	30	0	0	1	0	0	1	\$250.00	\$0.00	0.0
<b>TOTALS:</b>						<b>2</b>	<b>0</b>	<b>2</b>	<b>2</b>	<b>0</b>	<b>6</b>	<b>\$1,950.00</b>	<b>\$0.00</b>	<b>0.0</b>



125 West 55th St  
New York, NY 10019

<b>Contract #</b> 27145716	<b>Changes as of:</b> 10/13/2020 at 7:10 AM	<b>Version:</b> Original Order
<b>CPE:</b> 108/133/1375	<b>Flight:</b> 10/16/20 - 10/20/20	<b>Station:</b> KSNW
<b>Agency:</b> PINPOINT MEDIA	<b>Advertiser:</b> Mike Petersen for State Senate	<b>Market:</b> Wichita
4501 Ford Avenue	<b>Product:</b> Candidate	<b>Office:</b> WASHINGTON
Suite 1109	<b>Agency Order #:</b> 10064659	<b>Service:</b> Nielsen
Alexandria, VA 22302	<b>Buyer:</b> Segroves, Danette	<b>Primary Demo:</b>
	<b>Salesperson:</b> KELLY JOHNS	<b>Assistant:</b> KELLY JOHNS
	202-872-5880	202-872-5880
	<b>Separation:</b>	
		<b>Con Type:</b> POLITICAL/VOTE
		<b>Total \$:</b> \$1,950.00
		<b>Total Spots:</b> 6
		<b>Total CPP:</b> \$0.00
		<b>Total GRP:</b>

**Special Instructions**

Competitive Information	
<b>Market Budget:</b>	\$1,950
<b>KSNW Share:</b>	100%
<b>Comment:</b>	Competitive Unknown

Daypart Summary					
Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	6	\$1,950.00	N/A	0.0
<b>Total</b>	<b>100%</b>	<b>6</b>	<b>\$1,950.00</b>	<b>N/A</b>	<b>0.0</b>

Monthly Summary		
Month	Spots	Dollars
2020-Oct	6	\$1,950.00
<b>Total</b>	<b>6</b>	<b>\$1,950.00</b>

Transaction History								
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$	Comment
Queued for Electronic Contracting	10/13/20 9:03 AM					\$0	\$0	
New	10/13/20 7:10 AM	KELLY JOHNS	New	6		\$1,950.00	\$1,950.00	

**Non-Discrimination Policy** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ MEDIA GROUP (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.



125 West 55th St  
New York, NY 10019

<b>Contract #</b> 27145716	<b>Changes as of:</b> 10/13/2020 at 11:33 AM	<b>Version:</b> Highlighting Revision 1
<b>CPE:</b> 108/133/1375	<b>Flight:</b> 10/16/20 - 10/20/20	<b>Station:</b> KSNW
<b>Agency:</b> PINPOINT MEDIA	<b>Advertiser:</b> Mike Petersen for State Senate	<b>Market:</b> Wichita
4501 Ford Avenue	<b>Product:</b> Candidate	<b>Office:</b> WASHINGTON
Suite 1109	<b>Agency Order #:</b> 10064659	<b>Service:</b> Nielsen
Alexandria, VA 22302	<b>Buyer:</b> Segroves, Danette	<b>Primary Demo:</b> Adults 35+
	<b>Salesperson:</b> KELLY JOHNS 202-872-5880	<b>Assistant:</b> KELLY JOHNS 202-872-5880
	<b>Separation:</b>	

**Con Type:** POLITICAL/VOTE  
**Total \$:** \$1,920.00  
**Total Spots:** 5  
**Total CPP:** \$0.00  
**Total GRP:**  
**Traffic #:** A2729418

#	Day/Time	DP	Program	Rate	A35P Rating	Len	10/16 - 10/20					Total Spots	Total \$	CPP*	GRP*
							10/16	10/17	10/18	10/19	10/20				
REV-1	F,M-Th 7a-8a		Today Show (7-8am)	\$350.00	0	30	0	0	0	1	0	0	\$0.00	\$0.00	0.0
<i>Changes: Rate from 150 to 350</i>															
2	F,M-Th 8a-9a		Today Show (8-9am)	\$270.00	0	30	1	0	0	0	0	1	\$270.00	\$0.00	0.0
<i>Changes: Rate from 150 to 270</i>															
3	F,M-Th 5p-5:30p		KSN News	\$500.00	0	30	1	0	0	0	0	1	\$500.00	\$0.00	0.0
4	F,M-Th 6p-6:30p		KSN News	\$750.00	0	30	0	0	0	1	0	1	\$750.00	\$0.00	0.0
5	Su 8a-9a		Sunday Today Show	\$150.00	0	30	0	0	1	0	0	1	\$150.00	\$0.00	0.0
6	Su 5p-5:30p		KSN News	\$250.00	0	30	0	0	1	0	0	1	\$250.00	\$0.00	0.0
<b>TOTALS:</b>							<b>2</b>	<b>0</b>	<b>2</b>	<b>1</b>	<b>0</b>	<b>5</b>	<b>\$1,920.00</b>	<b>\$0.00</b>	<b>0.0</b>



125 West 55th St  
New York, NY 10019

<b>Contract #</b> 27145716	<b>Changes as of:</b> 10/13/2020 at 11:33 AM	<b>Version:</b> Highlighting Revision 1
<b>CPE:</b> 108/133/1375	<b>Flight:</b> 10/16/20 - 10/20/20	<b>Station:</b> KSNW
<b>Agency:</b> PINPOINT MEDIA	<b>Advertiser:</b> Mike Petersen for State Senate	<b>Market:</b> Wichita
<b>4501 Ford Avenue</b>	<b>Product:</b> Candidate	<b>Office:</b> WASHINGTON
<b>Suite 1109</b>	<b>Agency Order #:</b> 10064659	<b>Service:</b> Nielsen
<b>Alexandria, VA 22302</b>	<b>Buyer:</b> Segroves, Danette	<b>Primary Demo:</b> Adults 35+
	<b>Salesperson:</b> KELLY JOHNS	<b>Assistant:</b> KELLY JOHNS
	<b>202-872-5860</b>	<b>202-872-5880</b>
	<b>Separation:</b>	
		<b>Con Type:</b> POLITICAL/VOTE
		<b>Total \$:</b> \$1,920.00
		<b>Total Spots:</b> 5
		<b>Total CPP:</b> \$0.00
		<b>Total GRP:</b>
		<b>Traffic #:</b> A2729418

<b>Special Instructions</b>	
-----------------------------	--

Order Level Comments		
Date/Time	Added by	Comment
10/13/20 9:16 AM	System	Notice Received.

Competitive Information	
<b>Market Budget:</b>	\$1,950
<b>KSNW Share:</b>	100%
<b>Comment:</b>	Competitive Unknown

Daypart Summary					
Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	5	\$1,920.00	N/A	0.0
<b>Total</b>	<b>100%</b>	<b>5</b>	<b>\$1,920.00</b>	<b>N/A</b>	<b>0.0</b>

Monthly Summary		
Month	Spots	Dollars
2020-Oct	5	\$1,920.00
<b>Total</b>	<b>5</b>	<b>\$1,920.00</b>

Transaction History								
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$	Comment
Revision	10/13/20 11:33 AM	KELLY JOHNS	Revised		1	\$-30.00	\$1,920.00	Changes: Origuser Entered Dollars to \$1,950.00, User Entered \$ from \$0.00 to \$1,920.00, Demo Meta to [R16], Total \$ from \$1,950.00 to \$1,920.00, Total Spots from 6 to 5, Calculated Dollars from \$1,950.00 to \$1,920.00. 2 buylines added or modified.
Queued for Electronic Contracting	10/13/20 9:03 AM					\$0	\$0	
New	10/13/20 7:10 AM	KELLY JOHNS	Confirmed	6		\$1,950.00	\$1,950.00	

<b>Non-Discrimination Policy</b>	PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ MEDIA GROUP (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.
----------------------------------	---

## CANDIDATE ADVERTISEMENT AGREEMENT FORM

See **Order** for proposed schedule and charges. See **Invoice** for actual schedule and charges.

I, Pinpoint Media, hereby request station time as follows:

<b>IDENTIFY CANDIDATE TYPE</b>	<input type="checkbox"/> FEDERAL CANDIDATE
	<input checked="" type="checkbox"/> STATE OR LOCAL CANDIDATE

**ALL QUESTIONS/BLOCKS MUST BE COMPLETED**

Candidate name: Mike Petersen	
Authorized committee: Petersen for State Senate Campaign	
Agency requesting time (and contact information): <input type="checkbox"/> N/A Pinpoint Media	
Candidate's political party: Republican	
Office sought (no acronyms or abbreviations): Kansas Senate District 28	
Date of election: 11.3.20	<input checked="" type="checkbox"/> General <input type="checkbox"/> Primary
Treasurer of candidate's authorized committee: Shelby Petersen	
<p>The undersigned represents that:</p> <p>(1) the payment for the broadcast time requested has been furnished by (check one box below):</p> <p><input type="checkbox"/> the candidate listed above who is a legally qualified candidate, or</p> <p><input checked="" type="checkbox"/> the authorized committee of the legally qualified candidate listed above;</p> <p>(2) this station is authorized to announce the time as paid for by such person or entity; and</p> <p>(3) this station has disclosed its political advertising policies, including applicable classes and rates, discount, promotion and other sales practices (not applicable to federal candidates).</p> <p><b>THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.</b></p>	
<b>Candidate/Committee/Agency</b>	<b>Station Representative</b>
Signature:	Signature:
Name: Meredith Morton	Name: Audrey Berry
Date of Request to Purchase Ad Time: 10.12.20	Date of Station Agreement to Sell Time: 10/13/20

**Federal Candidate Certification:**

The undersigned hereby certifies that the broadcast matter to be aired pursuant to this disclosure either (1) does not refer to an opposing candidate or, if it does, (2) contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast and that the candidate and/or the candidate's authorized committee paid for the broadcast or if radio programming, contains a personal audio statement by the candidate that identifies the candidate, the office being sought and that the candidate has approved the broadcast.

**Candidate/Authorized Committee/Agency**

Signature:

Name:

Date:

**TO BE COMPLETED BY STATION ONLY**

Ad submitted to Station?  Yes  No Date ad received: \_\_\_\_\_

**Note: Must have separate PB-19 Forms for each version of the ad (i.e., for every ad with differing copy).**

Federal candidate certification signed (above):  Yes  No  N/A

Disposition:

- Accepted
- Accepted IN PART (e.g., ad copy not yet received to determine sponsor ID)\*
- Rejected – provide reason: \_\_\_\_\_

\*Upload partially accepted form, then promptly upload updated final form when complete.

Date and nature of follow-ups, if any (e.g., insufficient sponsor ID tag):

Contract #: A2729418	Station Call Letters: KSNW	Date Received/Requested: 10/13/20
Est. #: 1375	Station Location: Wichita, KS	Run Start and End Dates: 10/16 - 10/20/20

Upload order, this form and invoice (or traffic system print-out) or other documents reflecting this transaction to the OPIF or use this space to document schedule of time purchased, when spots actually aired, the rates charged and the classes of time purchased or attach separately. If station will not upload the actual times spots aired until an invoice is generated, the name of a contact person who can provide that information immediately should be placed in the "Terms and Disclosures" folder in the OPIF.  
1375